

S. P. Morse & Co.

SEALSKIN SACQUES.
\$175, \$200, \$225, \$250, \$275, \$300
SEALSKIN JACKETS.
\$100, \$125.

Fur-Lined Circulars.

\$20.00 Black Camel's Hair Circulars, lined with English squirrel, black hare collar and edge, \$20.00.
\$25.00 Black Circular, lined with English squirrel lining, black hare collar and edge, \$25.00.
\$45.00 Extra fine Circular Silk, lined with Siberian squirrel; being finest quality this garment would be cheap at \$60; next week, \$45.00.
\$75.00 Extra heavy Circular Silk, lined with the best quality mink, fine beaver collar and edge; usual price, \$100.00; our price, \$75.00.



PLUSH WRAPS \$35.

25 extra fine English Seal Plush Wraps, trimmed with seal ornaments and plush balls; have been sold all season at \$50 each; next week, \$35.

PLUSH WRAPS \$50.

18 Plush Wraps, imported pattern, garments trimmed with finest cut jets, and worth from \$75 to \$90 each; choice next week for \$50.



PLUSH SACQUES!

Holiday Goods.

It is a well-known fact that we have given better values in Plush Sacques than any house in the west, but Monday we will do still better.

Our \$65 sacques will be sold at \$50.
Our \$50 sacques will be sold at \$40.
Our \$40 sacques will be sold at \$30.
Our \$25 sacques will be sold at \$19.
Our \$18 sacques will be sold at \$12.75.

NURSES' APRONS,
25c, 65c, \$1.00, \$1.25.



We have replenished our stock with special reference to holiday trade; housekeepers will find them nice presents.

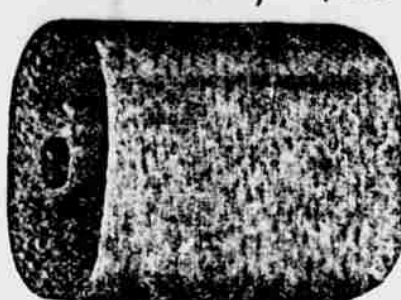
Mail orders filled. S. P. MORSE & CO

Nurses' Caps,

35 Cts, 50 Cts, 65 Cts.
We have also received a new lot of nurses' caps that our patrons will find very dainty and nice; prices reasonable.

All above in underwear department on second floor.

Ladies' Muffs, \$1.50.



Next week we will offer some new muffs like the above, that have sold east all the season for \$2.50; our price, \$1.50.

Large Assortment Furs.

Australian sable muffs, \$3.00
Russian hare, \$3.00

LADIES' MUFFS, \$4.

We offer choice of four styles of fur at this price; the regular price is \$7 to \$8. South American beaver imitation seal, natural raccoon and grey fox, all at \$4.

Natural lynx muffs, \$6.
Red fox muffs, \$6.
Natural beaver muffs, \$9.
Alaska seal muffs, \$15, \$20, \$25.
Blue fox muffs, \$18.
Black lynx muffs, \$18.

Turkish Rugs



Navajo Indian Rugs

Mexican Rugs.
In our Carpet Department we have a splendid lot of Rugs at more reasonable prices than they have been shown yet.

HASSOCKS, 50c.

We have received and offer for Monday morning's sale, 100 dozen Hassocks, actually worth \$1.25 to \$1.50 each, for 50c.

Carpets!

The Latest Patterns in
Moquettes,
Wiltons,
Velvets,
Tapestry,
Body Brussels,
Ingrains,
Royal Wilton.

And other fine Carpets are now being sold at

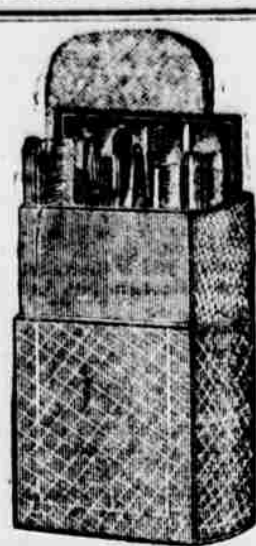
Special Prices!

ART SQUARES.

We have just received some nice patterns in new Art Squares for dining rooms, bedrooms and library use.

Carpet Department.
3rd Floor.
Take Elevator.

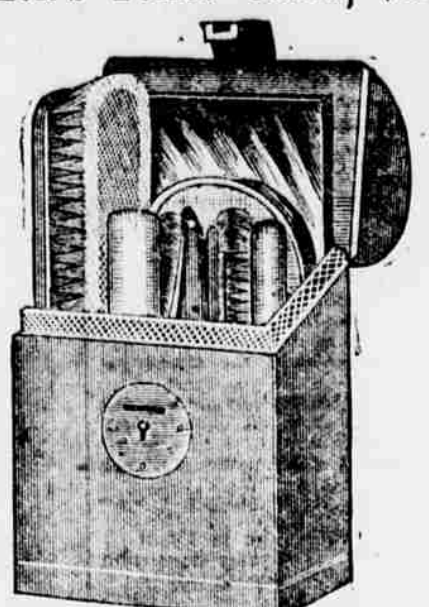
Men's Traveling AND TOILET CASES \$5



50 styles Men's Toilet Cases, containing razors, comb, brushes, mirror, &c., similar to above, worth \$10. \$5 each.

MAIL ORDERS FILLED. S. P. MORSE & CO

Men's Toilet Cases, \$8.



Large full leather cases, various styles, our own importation, worth \$12 to \$15 each—an elegant assortment at \$8.

DOLLS, 25c.

A special lot of 50c Dolls will be offered Monday for 25c.

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Monday we will take a lot of 65, 75 and 80 cent Dolls, and offer them in one lot at 50c.

Upholstery Department.

SECOND FLOOR. TAKE ELEVATOR
Monday morning we will offer three special bargains in

Madras Ties.

Madras ties 25c, worth 50c.
Madras ties 50c, worth \$1.
Madras ties 75c, worth \$1.25.

CHENILLE DADO CURTAINS, \$10 a Pair.

Colors: Crimson, blue, olive, gold, with rich daddo; we will give with these a brass trimmed pole and pair of brass chains complete, for \$10.

Curtains, \$15.

All Chenille Tureman Curtains, handsome dados. Colors: Terra cotta, steel blue, goblin blue, olive, gold, crimson; brass trimmed pole and chains free, at \$15 a pair.

LADIES' SKIRTS

(Skirt Department, Second Floor.)
We have some special new styles for next week's trade; look at them before purchasing.



FINE QUILTED SATIN SKIRTS.

4 colors to choose from; seal brown, navy blue, black and cardinal, \$6.50.
Extra fine plain satin skirt, with box pleat ruffle, black only, \$8.
Rich, double embroidered, ruffle, black, brown and cardinal satin skirts, \$15.

LADIES' WORK BOXES \$1.50

We will offer a lot of imported Work Boxes, handsomely decorated, actually worth \$2.50 to \$3 each, in one lot at \$1.50.

LADIES' Work Boxes, \$2.50.

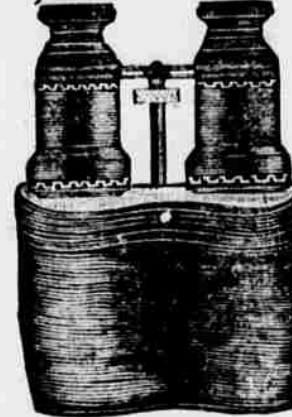
Nicely finished and very richly filled with material alone worth the price of the box. Our price, \$2.50.

WRITING

DESKS, From 75c to \$5.

An elegant assortment—over 200 styles to choose from.

FRENCH Opera Glasses \$1, \$2 and \$3.



Next week we will show a special bargain in genuine Paris Opera Glasses, regularly sold for \$5 to \$8 each. Our price \$2 and \$3.

MAIL ORDERS FILLED. S. P. MORSE & CO.

MEN'S CHINA SILK

HEMSTITCHED

Handkerchiefs, 35c.

100 dozen men's hemstitched China silk pongee handkerchiefs; actual value 75c; our price Monday, 35c; 3 for \$1.00.

LADIES' HANDKERCHIEFS

35c.

Monday morning we will offer 200 doz rich hand embroidered linen lawn Handkerchiefs, worth 50c, at 35c, 3 for \$1.

Ladies' Handkerchiefs,

58c.

And at 58c we will offer all our 75c, 87c and \$1.00, Embroidered, Scaloped.

Orders filled. S. P. MORSE & CO.

Albums 75c



To-morrow we will offer 150 large size Photograph Albums, containing spaces for 96 pictures; actual value \$1.50; our price, 50c.

PLUSH HAND MIRRORS, 39c.

We have just received from Europe 30 Dozen French Plate Leveled Glass Hand Mirrors in Plush Frame, actually worth \$1 each, next week 39c.

S.P. MORSE & CO

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25c Counter

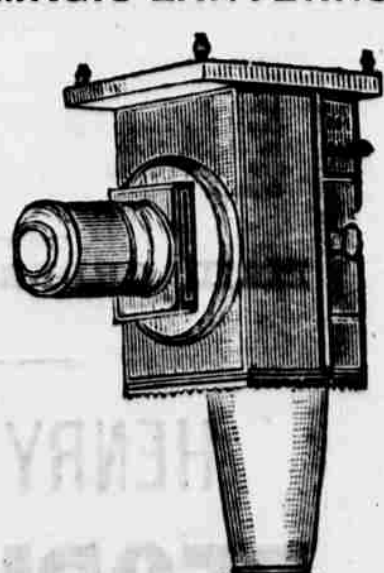
On this counter will be found articles worth from 35c to 50c.

Comic Dolls, Skin Toys,

Plush Dogs, Kitchen Sets, Building Blocks, Tool Chests, Striped 10 pins, Swords, Soldiers' Caps, Uncle Sam Rifles, Rubber Dolls, Work Boxes, Metal Boots and Shoes, Stem Winding Watches, Iron Savings Banks, China Fruit Plates Toy Castors, Kaleidoscopes Musical Toys, Metal Toy Soldiers, Magnet Toys, Tool Chests, Scrap Books, Building Blocks, Games, Dolls, &c. &c., all on One Counter

At 25 Cents.

MAGIC LANTERNS.



\$1.25, \$2.50, \$3, \$5, \$7.50, \$12.50; a dozen views with each lantern; a splendid present.

Great Sale of Holiday Goods ALL NEXT WEEK

Commencing with Monday, December 19th, we will give our customers a choice of the largest assortment of Toys and Fancy Goods in Omaha at 4 Popular Prices

25c, 50c, 75c and \$1.

Below we give a partial list of the styles and kinds of goods to be offered,
MAIL ORDERS FILLED SAME DAY AS RECEIVED
S. P. MORSE & Co.

50c Counter

On this counter articles can be purchased worth from 75c to \$1.

Checker and chess sets,
Diamond dominoes,
Kitchen sets,
Skin Toys,
Comic dolls,
Building blocks,
Striped 10 pins, swords,
Guns with bayonets,
Buffalo Bill rifle,
Rubber balls, imported Pianos,
Work boxes, double barreled shotguns,
Cups and saucers, metal toy soldiers,
Magnet toys, mustache cups and saucers,
Storm lanterns, scrapbooks,
Building blocks, etc., in immense variety.

\$1 Counter.

Kitchen set, range set, solid iron range,
Royal combination Safe, imported pianos,
Work boxes, solid metal surrey and term,
Solid metal horse and handson cab,
Mustache cup and saucer, kaliedoscope,
Metal toy soldiers, etc.

S. P. MORSE & CO.

BLACK SILKS.

We have purchased for the Holidays an unusually fine lot of black silks, and Monday we will place them on sale at

4 Popular Prices.

Black Silk, \$1.50.

Heavy 22-inch cashmere finish gros grain silks, regularly sold for \$2 a yard, at \$1.50.

Orders filled. S. P. Morse & Co.

Black Silk, \$1.75.

Made by the celebrated Alex Girard & Co., Lyons. It is 22 inches wide, rich and heavy, worth \$2.25; our price next week, \$1.75.

Black Silk, \$2.00.

Heavy double warp, satin finish; all these silks are warranted to wear; this is usually sold for \$2.75; our price, \$2.

Black Silk, \$2.50.

24 inches wide, warranted equal to any \$3.50 silk shown in Omaha; this is the best value in the lot.

75c Counter

On this Counter will be found articles worth

\$1.25, \$1.50 and \$1.75 each.

Ladies' Silk Hose \$2.00.

We will offer for our Holiday trade a special good bargain in ladies' black silk hose, with white tipped heel and toes, worth \$3.50, at \$2 a pair.

Ladies' Silk Hose \$3.50.

25 dozen ladies' pure silk black and colored hose; usual price, \$5; our price, \$3.50.

Ladies' Silk Hose \$5.00.

The styles of these are very choice; some of them are solid black; some with fancy stripes and colored boot tops; at \$5 a pair.

Ladies' Kid Gloves, \$1.00.

Monday morning we will offer 25 dozen ladies' kid gloves, embroidered back, with COLORED FINGERINGS between fingers to match stitching; they are worth and have sold in Omaha for \$1.75 to \$2; Monday for \$1.

Book Dep'm't

OUR NEW BOOK DEPARTMENT HAS A COMPLETE STOCK OF ALL THE POPULAR

Novels, Biographies, History, etc., at from 25c each up.

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BEST QUALITY, SMOKING : JACKETS,

\$7-50.



These are a special bargain sold in large Eastern cities for \$12. Cheaper jackets are neither pleasant to the wearer nor profitable to the purchaser.

Ladies will find our Men's Furnishing Department a very desirable place to purchase Holiday Presents. We have some fine qualities

Sealskin Caps, Sealskin Gauntlets

Orders Filled. S. P. MORSE & CO.

Sealskin Caps \$10.00.

We will offer 25 men's sealskin turban caps, reduced from \$15 down to \$10 each.

Sealskin Caps, \$12.00.

Next week we will sell 50 men's Alexis style caps, worth \$15, for \$12, above style.

Men's Silk Suspenders, \$1.25.

We have a special bargain in men's silk suspenders, each pair in a glass box; very nice for a present; at \$1.25 each.

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